

# ITAC is investing in the Indigenous tourism industry in **BRITISH COLUMBIA**

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in British Columbia.

Between **April 2024 and March 2030**, ITAC plans to invest more than **\$458 Million\*** in **British Columbia**.

*\* Projected investment based on the ITDF achieving its contribution targets*

- \$5.4 M** Recruitment, Training and Retention
- \$288 M** Infrastructure Development
- \$90 M** Airport Indigenization
- \$21 M** Business Development and Promotion
- \$54 M** Indigenous Destination Development

Between **April 2020 and March 2024**, ITAC invested more than **\$5.3 Million** in **British Columbia**.

- \$330,789** in direct support for Indigenous Tourism BC
- \$4,993,535** in direct support for Indigenous tourism businesses in British Columbia

**\$3,785,755** to 156 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

**\$239,358** to 24 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

**\$968,422** to 39 businesses through the **Indigenous Tourism Fund Micro and Small Business Stream (2023-24)**



**Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing**—featuring and promoting market ready member businesses from British Columbia.

## 2030 Vision

**ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world.** To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **British Columbia** ▶

 **150** new businesses

 **3,956** new jobs



**INDIGENOUS TOURISM DESTINATION FUND**  
ITDF.IndigenousTourism.ca

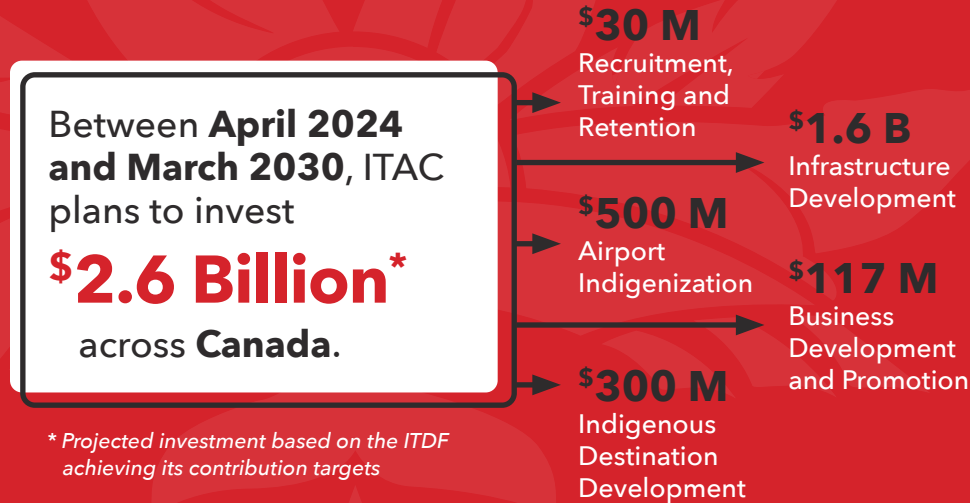
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



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# ITAC is investing in Indigenous tourism across Canada

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in every province and territory.



Between **April 2020 and March 2024**, ITAC invested more than **\$24.3 Million** across **Canada**.

**\$2.9 Million** in direct support for Provincial and Territorial Tourism Organizations and other regional initiatives

**\$21.4 Million** in direct support for Indigenous tourism businesses in Canada

**\$16,287,400** to 681 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

**\$1,335,547** to 136 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

**\$3,800,695** to 153 businesses through the **Indigenous Tourism Fund Micro and Small Business Stream (2023-24)**



**Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing**—featuring and promoting market ready member businesses from Canada.

## 2030 Vision

**ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world.** To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Canada** ►

 **825** new businesses

 **22,200** new jobs



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